

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method, comprising:

~~receiving an electronic entity event for an exchange transaction between first and second parties serviced by a third party; and~~

~~dynamically and automatically, by a computer, pricing servicing of the event by the third party responsive to an electronic entity event pricing plan.~~

2. (currently amended) A method as recited in claim 1, wherein the event comprises one of a transaction with a good/service exchanged as part of the transaction, multiple transactions with goods/services, a product query, an advertisement review, transferring to another site, an exchange subscription fee, or and a customer characteristic.

3. (original) A method as recited in claim 1, wherein the pricing is responsive to relationships among buyers and sellers comprising negotiated customer specific rates and discounts.

4. (original) A method as recited in claim 1, wherein the dynamic pricing plan uses a decision network having rule based functions.

5. (original) A method as recited in claim 4, wherein said functions price the transaction across goods/services.

6. (original) A method as recited in claim 4, wherein the rules based functions comprise conditional decisions.

7. (original) A method as recited in claim 4, wherein the rules based functions comprise pricing calculation algorithms.

8. (currently amended) A method as recited in claim 7, wherein the algorithms comprise one of single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit or and taper charges.

9. (original) A method as recited in claim 1, wherein said electronic event has a transaction price and a good/service price.

10. (original) A method as recited in claim 1, wherein said electronic event comprises multiple transactions.

11. (original) A method as recited in claim 1, wherein the pricing comprises detail and summary pricing.

12. (currently amended) A method associated with an electronic exchange which produces an electronic exchange event, said method comprising:

receiving the electronic exchange event for an exchange transaction between first and second parties serviced by a third party; and

dynamically and automatically, by a computer, pricing servicing of the electronic exchange event responsive to an electronic exchange event pricing plan.

13. (currently amended) A method, comprising:

receiving an electronic exchange transaction request;

performing an electronic exchange function responsive to the electronic exchange transaction request; and

dynamically and automatically, by a computer, pricing servicing of an electronic exchange event responsive to an electronic exchange event pricing plan.

14. (currently amended) A method, comprising:

receiving electronic exchange events; and

dynamically and automatically, by a computer, pricing servicing of the electronic exchange events responsive to an electronic exchange event pricing plan having transaction pricing, cross product pricing, summary pricing and non-transaction pricing.

15. (currently amended) A method, comprising:

receiving electronic exchange transaction requests;

performing electronic exchange functions responsive to the electronic exchange request and where the function comprises transactions exchanging a goods/services having a goods/services prices; and

dynamically and automatically, by a computer, pricing servicing of the electronic exchange transactions with detail and summary pricing using an electronic exchange event pricing plan responsive to relationships among buyers and sellers and comprising negotiated customer specific rates and where the dynamic pricing plan uses a decision network having rule based functions pricing the transactions, pricing across the transactions, pricing across the goods/services, pricing with charge limitations and pricing non-transactions using conditional pricing decisions and pricing calculation algorithms comprising single unit, double unit, taper discount, tier, tier discount, percent, flat, charge, minimum, maximum, accumulation, threshold, multi-unit and taper charges.

16. (currently amended) A system, comprising:

an electronic exchange handling an electronic exchange event; and

a pricing mechanism dynamically pricing servicing of the electronic exchange event responsive to an electronic exchange event pricing plan.

17. (currently amended) A system as recited in claim 16, wherein said pricing mechanism comprises a code-based pricer and non-code based rules used by the pricer to price the event.

18. (currently amended) A computer readable storage controlling a computer by dynamically and automatically pricing servicing of an the electronic exchange event responsive to an electronic exchange event pricing plan.

19. (new) A method, comprising:

receiving an electronic entity event for a transaction; and

dynamically and automatically, by a computer, pricing servicing of the event responsive to an electronic entity event pricing plan.